

Keynote Speaker · Nonverbal Communications · Sales Presentations

PERSONAL POWER

Personal power is "the ability to get things done," but what does it look like? In conversational speech it is controlled and relaxed. In presentations personal power is dynamic and forceful. Men tend to be overt in their displays of power, while women practice subtlety. In this presentation, you will learn more of how we communicate through body language

Power is defined as the absence of fear. The key to projecting personal power is to maintain a relaxed muscle tone. While standing, maintain an erect, but relaxed posture. While sitting, a backwards lean is most effective for men; erect posture is more appropriate for women.

As a rule, movement and power are inversely related. Your hands and feet should move less than average. For males, steepling, with fingertips together and palms apart, and hand to chin behavior indicate high levels of personal power. For women, unobtrusive steepling, with fingers pointed downward, indicates personal power without overt aggressiveness.

When movement is desired, gestures should be purposeful and dynamic. Men tend to be slightly exaggerated when gesturing; women restrained.

In "Personal Power," we examine professional and social settings to learn how people use time, space, appearance, posture, gesture, voice, facial expression, eye contact, touch, silence, and even smell to communicate messages about power.

About Bill Acheson

Bill Acheson is an expert in presentation skills, nonverbal communication, and the reading and interpreting of body language. Since 1985, he has taught communication at the University of Pittsburgh and during that time he has spoken to thousands of sales professionals about how to use presentations to sell more effectively. Today, he is a keynote speaker whose humor and insights into nonverbal business communications come together in a series of dynamic presentations.

